

UPTOWN COMMUNITY PLAN **URBAN DESIGN ELEMENT**



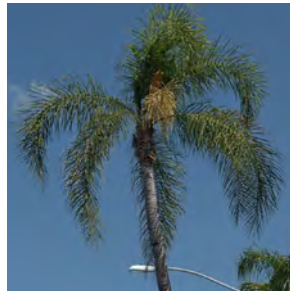
4.0 INTRODUCTION

4.1 EXISTING CONTEXT & URBAN FORM

4.2 URBAN DESIGN FRAMEWORK

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4.4 DEVELOPMENT FORM



**PUBLIC REVIEW
DRAFT
JULY 29, 2014**

INTRODUCTION

Urban design refers to the physical form, character and function of our towns and cities. It's goal is not just to create well-designed buildings and public spaces, but to produce more attractive and livable places for people. In other words, urban design is about “place-making”—making places that are attractive, safe, comfortable, and have their own distinct identities.

The objective of the Urban Design Element is to direct future development in a manner that ensures that the physical attributes that make the Uptown community unique will be retained and enhanced by design that responds to the community's particular context—it's physical setting, market strengths, cultural and social amenities, and historical assets while acknowledging the potential for positive growth and change.

The Urban Design Element promotes design excellence in all facets of the built environment, including buildings, landscape, open space, and infrastructure. Its purpose is to inform property owners, developers, designers, and decision makers about the elements of good design and the importance of creating environments for people.

The Uptown Urban Design Element is intended to guide urban design for the six neighborhoods that comprise the 2,700-acre Uptown Community Plan Area. These include the neighborhoods of Mission Hills, Hillcrest, Middletown, Medical Complex, Bankers Hill/ Park West, and University Heights. (See Figure 4.1) The guidelines set forth broad urban design concepts to guide future planning and development throughout the community plan area, as well as more specific principles and related design guidelines to inform the planning and design in the individual neighborhoods.

The Uptown Urban Design Element generally provides guidance in three areas: the urban design framework, area-specific guidelines, streets and the public realm, and development form of the private realm. At the vision level, the document establishes a framework of urban design concepts intended to inform all decisions relating to the physical form and character of the community. This includes private development, but also is intended to inform City and other public agency decisions related to public improvements such as transit, streets, parking, schools, parks and other public facilities and infrastructure. As such, it is intended that this element will be referenced by decision-makers to evaluate future development and public initiatives.

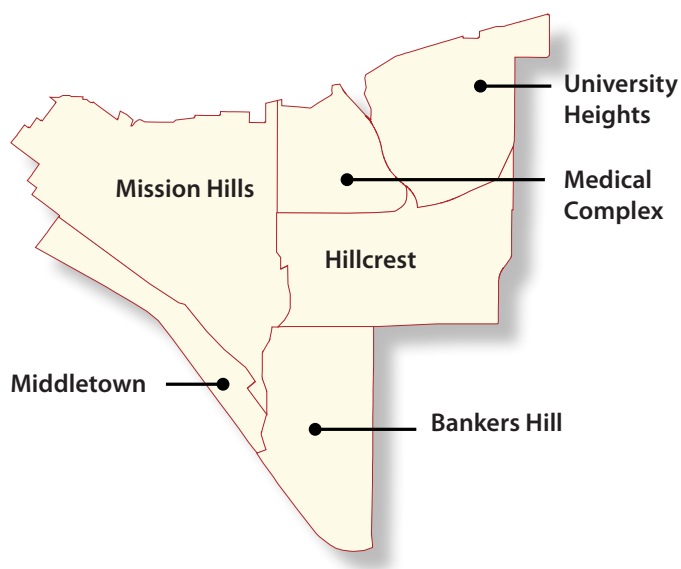


FIGURE 4.1: UPTOWN NEIGHBORHOODS



The Hillcrest sign at the core of the Hillcrest Business District is a known icon of Uptown.